



THE Red River Voyageur

BY

WHITTIER



WITH COMPLIMENTS
OF THE
HUDSONSBAY CO.

1892

Ladies'

AND

Gents'

Fine

Foot

Wear.

DONT IMPRISON YOUR FEET
IN UGLY
AND
ILL FITTING SHOES



WEAR
SLATERS KUMFURT SHAPE
MADE IN
ALL STYLES AND WIDTHS



FOR KUMFURT
A KLEER KONSHUNZ
AND AN
EEZY SHOE

Dress
Shoes.

Outing
Shoes.

Tourist
Shoes.

Dancing
Shoes.

MANUFACTURED BY

GEO. T. SLATER & SONS,

Ladies' and Gent's Fine Footwear,

MONTREAL.

RED RIVER VOYAGEUR.

JOHN G. WHITTIER.
AUTHOR.

Edited and
Illustrated by
THE
HUDSON'S BAY CO.
WINNIPEG 1892.



*With best wishes
for 1893.*



The Voyageur.

TYPE of a hardy race was he: brawny and muscular, with a tinge of savage origin showing darkly in his sunburnt skin, his high cheek bones and coarse black hair. He had the torso of a hero, and a constitution which seemed proof against every hardship and privation. His language was a French patois, embroidered with Indian and English words and phrases; and his dress was of the same piebald character. Long unceasing toil was his daily portion, the lonely woods and streams his home; and yet this man was cheerful! He would sing the quaint old French ditties which had been echoed from mouth to mouth and transmitted from sire to son, since the earliest days of the colony; and when wearied with labor, and suffering from the persecutions of flies, it was only necessary for the steersman to start one of those simple melodies, with its long sweeping cadence, to which the heavy oar kept time, in order to rouse his spirits and make him forget the trials of his lot.

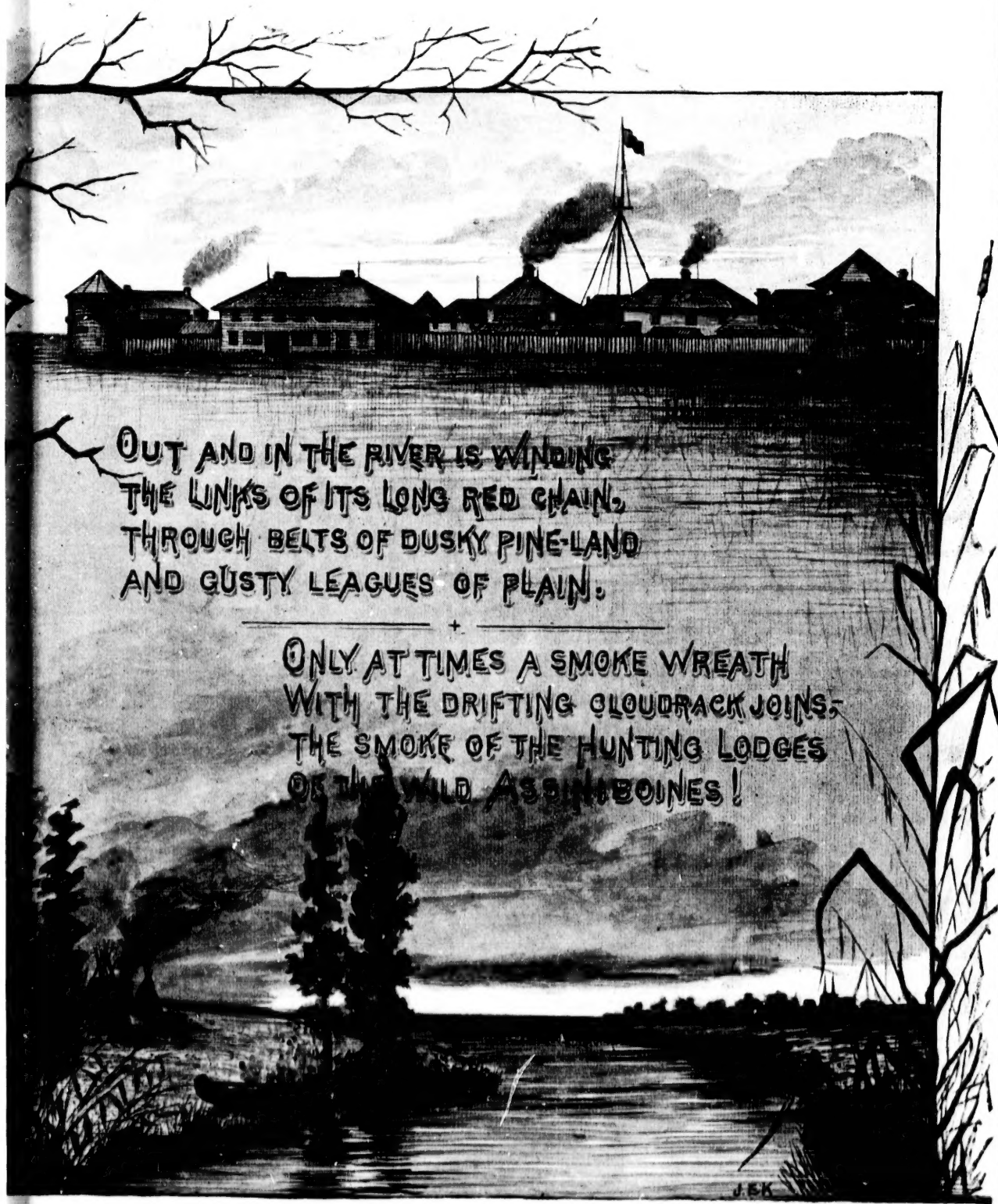
Midway between the savage past and the cultured present, the Voyageur stands as the connecting link. His long red York boat with pointed bow and stern, succeeded the canoe of the Indian and was the forerunner of the steamboat and the locomotive. His voice, which rendered vocal for years the route between Montreal and the far Northland, was prophetic of the shrill steam whistle and the conventionalities of civilization. His day is past; but he is enshrined in the memory of every thoughtful student of Canadian history as one of its most picturesque and well-deserving characters.

Reader! have you ever thought of what these Voyageurs accomplished? Can you realise the fact that in open boats propelled by the arms and strength of men alone, they journeyed from distant Montreal, by winding streams, over rushing rapids, against the currents of swift rivers, and across broad inland seas; were storm tossed and weather beaten, in constant peril and incessant labor, till having passed the Arctic circle, they arrived at Fort Good Hope on the Great McKenzie River. At this and other northern forts it took three years to get a letter or bale of goods from England; and the

tinge of
gh cheek
ero, and
orivation.
English
Long
is home;
ch ditties
n sire to
abor, and
teersman
lence, to
ake him

Voyageur
bow and
of the
or years
e of the
y is past;
Canadian

mplished?
rms and
winding
d across
ant peril
at Fort
hern forts
and the



2
round trip of the Voyageurs freight from Montreal and return, required seven years—three to bring supplies, one to trade, and three to return with the rich loads of fur, for which the daring enterprise of "The Company of Adventurers of England trading into Hudson's Bay" had organised and sustained this arduous route, with its long chain of palisaded forts, its resolute traders and isolated outposts.

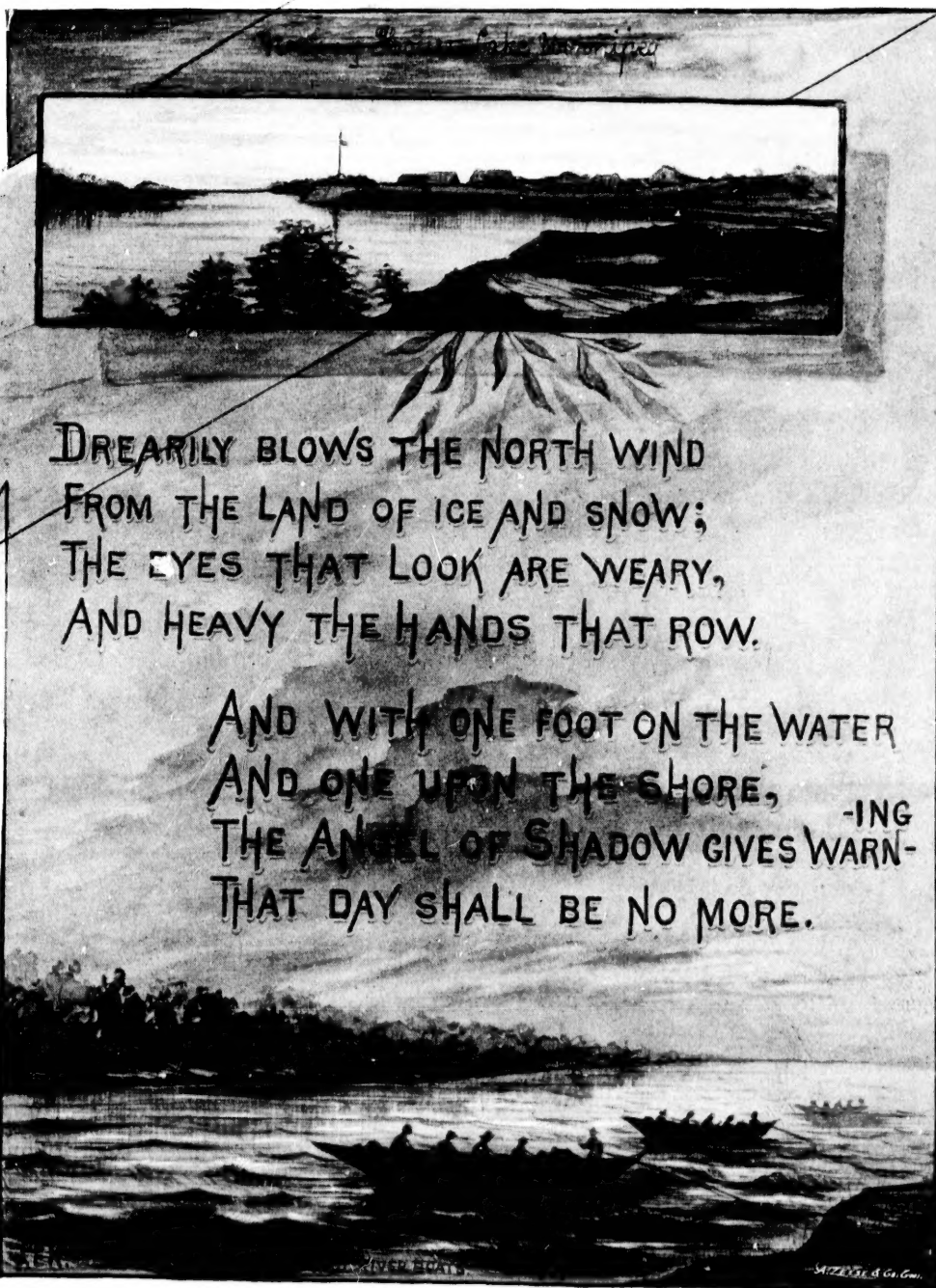
But years ago most of the difficulties of transport vanished before the thundering hoofs of the iron horse, which on its race course of steel connects ocean with ocean. No more the gay song and picturesque costume of the Voyageur are known on the Red River. The onward march of time has ruthlessly demolished even the walls of historic Fort Garry—that landmark of the past. Instead of the palisades, we find the Hudson's Bay Company conducting business in a veritable palace of trade. The wide world, with its ocean greyhounds and swift flying express trains contribute to the wealth and variety of merchandise which here greets the eye at every turn and though the name suggests the past,—even back to the days when Prince Rupert with his associates were incorporated in 1670—you are powerfully impressed with the progressive tone and system pervading the stores of the present. Out of the gloom of a forgotten time has emerged the modern spirit, with its keen eye to the mutual interest of merchant and customer, and its constant study of local requirements. The sinews of war—the capital and enterprise—which sustained the long route of the Voyageur, are here turned toward the reduction of cost on goods by the proper use of the immense leverage which quantity and cash have in purchasing. Buying for forty large stores and over two hundred other selling points, necessarily means extensive buying—wholesale buying—which again means that customers pay no intermediate profits.

There was a time when conservatism was said to rule the Company; when high prices were supposed to prevail in its stores, but—there never was a period when its name was not associated with good reliable merchandise and honorable dealing. The high priced prejudice has faded into a myth. The conservatism has paled before a progressive policy. Only the fact remains—as indisputable as ever—that when you buy anything at the Hudson's Bay Store you get reliable goods—the best which the price can purchase. Judge of its merits by what common sense and your own knowledge of values suggest. Think you, a little pioneer store with its bundle of dry goods and its few packages of groceries and sundries, can buy as

d seven
with the
Advent-
ned this
ers and

fore the
connects
e of the
me has
at land-
n's Bay
he wide
ntribute
eye at
he days
you are
ervading
emerged
ant and
f war—
pyageur,
use of
Buying
essarily
stomers

mpany ;
e never
merch-
into a
nly the
at the
e price
ur own
bundle
buy as



DREARILY BLOWS THE NORTH WIND
FROM THE LAND OF ICE AND SNOW;
THE EYES THAT LOOK ARE WEARY,
AND HEAVY THE HANDS THAT ROW.

AND WITH ONE FOOT ON THE WATER
AND ONE UPON THE SHORE,
THE ANGEL OF SHADOW GIVES WARN-
THAT DAY SHALL BE NO MORE.

cheaply as the wholesale houses which supply it? This is merely an illustration, but behind it lies the principle by which the mammoth retail stores of the world can sell their goods, at a fair profit, for the same prices which smaller shops have to pay for them. Is it not reasonable to suppose that if there are advantages in the purchase of large quantities of goods, the retail customer is more likely to find them here than in any other store in the West?

You care not where you buy the goods! whether it be in a palace or a hut, so long as they are what you need and at a price which you are convinced is reasonably low. You do not want to buy the store fittings; the expensive gaseliers; or the large plate glass windows; but—if you can have the service of these, with the comfort and luxury which they afford, combined with courteous treatment, and such economy on price, as only a big store can offer, would it not be foolish indeed to deprive yourself of these advantages simply because other stores are less generously equipped? Is it not evidence of the appreciation in which the Company hold your trade that they should thus arrange things for your reception? The Romans did not build triumphal arches for slaves, nor lavish luxurious hospitality on their enemies! Because this store seeks your patronage, is anxious to please its customers—it is therefore willing to expend some portion of the advantages reaped from its patrons in order to show its appreciation of their custom.

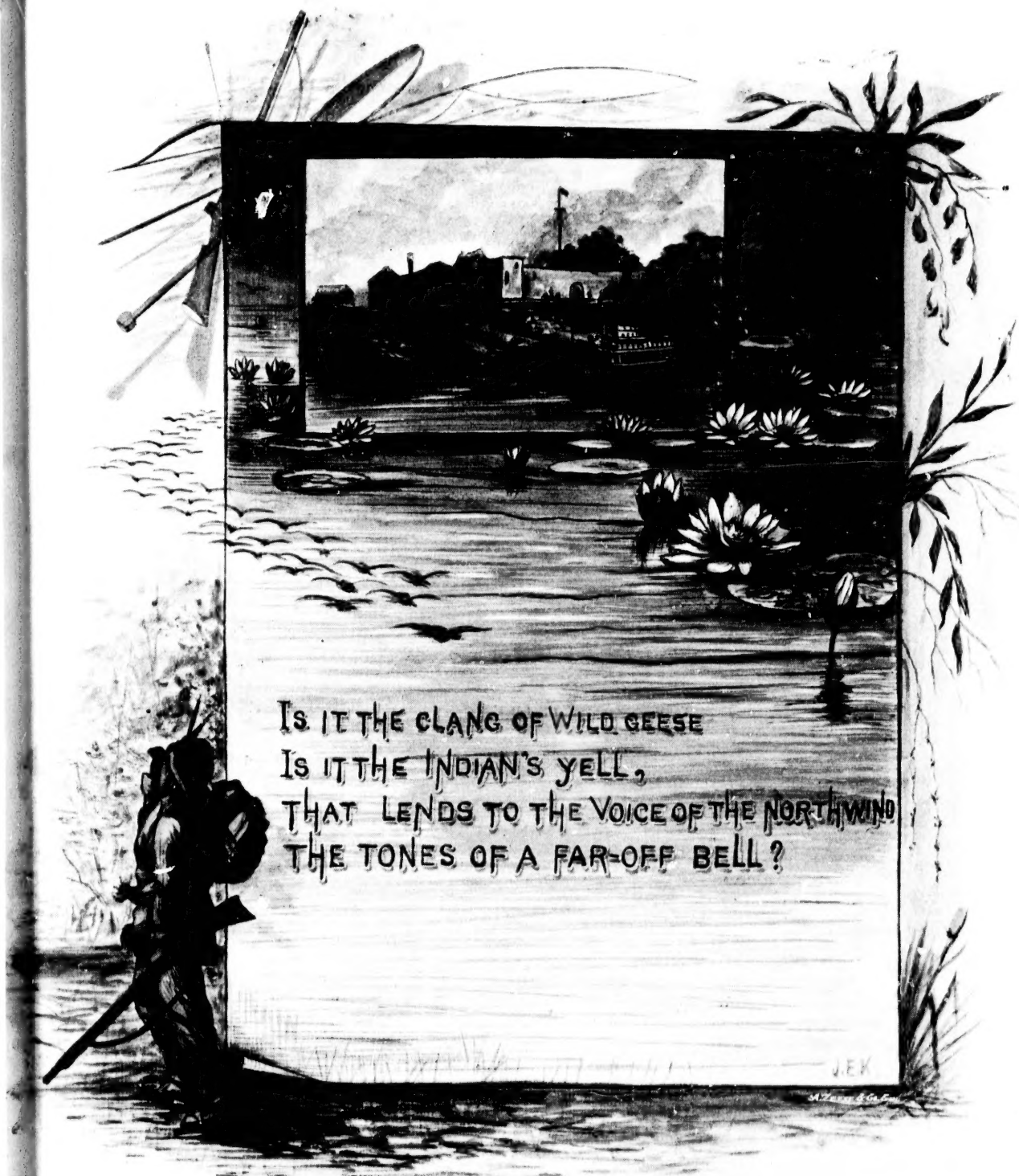
There are those who say that we do not *push* trade. They are right: it is part of the policy of this store never to press a customer to buy that which he does not need; never to presume that the customers do not know what they require better than we who would serve them with whatever they choose to buy. There is a method of *pushing* trade which we do not think it wise to adopt—perhaps because circumstances do not force us into it. Meanwhile, don't misinterpret our motives! We are here to sell goods! vast quantities of them too—but we mean to sell them for just what they are and on their merits solely. You know this to be true! Do you not think the principle worthy of your frank recognition?



ration,
of the
smaller
there
stomer

ace or
ou are
tings ;
ou can
afford,
only a
ourself
pped ?
trade
ns did
n their
se it's
ntages
om.

right :
that
y what
choose
t wise
Mean-
! vast
y are
think



IS IT THE CLANG OF WILD GEESE
IS IT THE INDIAN'S YELL,
THAT LENDS TO THE VOICE OF THE NORTH WIND
THE TONES OF A FAR-OFF BELL?

J.E.K.



9

IN THE question of the union of this western country with Canada coming prominently forward in the year 1868, a few adventurous spirits from Eastern Canada began to find their way hither. Among others J. H. ASHDOWN arrived in Winnipeg early that season, and in the fall of '69, just prior to the breaking out of the rebellion, established a business. In '71 he purchased the site upon which his present building stands, and in those early days when this was the outfitting point for the long trains of

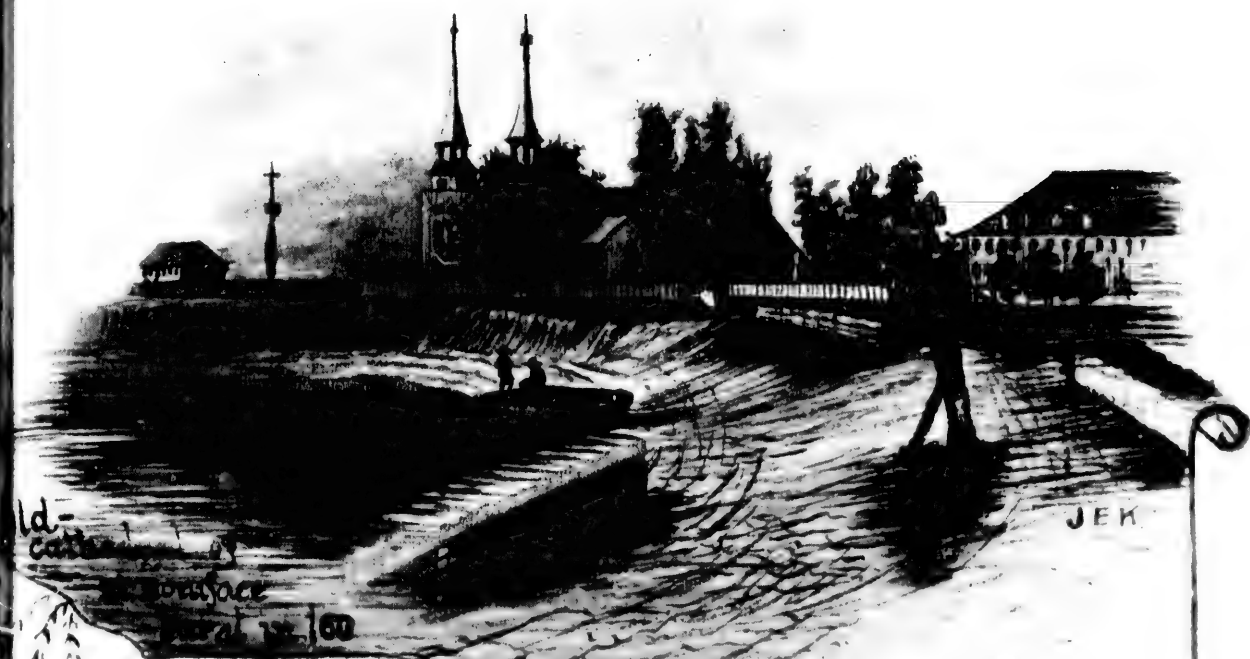
ox carts which slowly wended their way across the broad plains of the West, he commenced to supply the Western country, and from this small beginning has built up a general hardware business which stands without rival, and is a monument to Western enterprise.

MR. ASHDOWN started business with faith in the country's future, with determination and ability to succeed, and success has crowned his efforts and his foresight and energy have been rewarded. From the small room, 16 x 20, in which he commenced business, doing all his own work, has finally arisen the mammoth warehouses which contain 50,000 feet of floor space and in which a staff of between fifty and sixty persons are constantly employed.

The phenomenal success of this business is the result of keen foresight combined with energy and pluck in grasping the situation and the requirements of a new and growing country, with the aim always in view of catering to the best interests of the trade, by supplying reliable goods at lowest possible prices. To obtain this result it was necessary to purchase all the goods handled direct from the manufacturer, "for goods well bought are half sold." It has here been recognized as a principle, that there was no room for intermediate interests, to increase prices, so the business and its patrons have been profited accordingly.

All the known manufacturing centres have been called upon to supply the enormous quantity of goods necessary for the requirements of the business done and the stock is complete with direct importations from Britain, Germany, Belgium, United States and Eastern Canadian centres of trade.

7



THE VOYAGEUR SMILES AS HE LISTENS
TO THE SOUND THAT GROWS ASPACE,
WELL HE KNOWS THE VESPER RINGING
OF THE BELLS OF SAINT BONIFACE.

THE BELLS OF THE ROMAN MISSION
THAT CALL FROM THEIR TURRETS TWAIN
TO THE BOATMAN ON THE RIVER
TO THE HUNTER ON THE PLAIN.


A Wandering Mill.

9

THE man who rolled up his house and lot, and carried it off to a warmer climate, performed a much easier trick than the moving about of a big flour mill in the days when "moving" was not nearly so simple as it is now. The owner of the house and lot carried them in his pocket—on paper; but the Fort Garry Mill is built of solid oak; its frame work and logs are Britannic to the core; and though it has a capacity of two hundred barrels of flour daily, it was moved several times. Long ago this mill was built on White Horse Plains, though it was never operated there. Putting on its seven-league boots it started one day for Lower Fort Garry, and near those massive walls of stone it stood till "hungry for more" it finally moved to its present site on the banks of the Red River, and within hailing distance of Upper Fort Garry, the grandpa of Winnipeg. In 1874 it was first operated, and since that time has kept steadily on, converting "No. 1 hard" into standard grades of flour, supplying the Hudson's Bay Stores and trading posts even to the shores of the Arctic Sea, and shipping east to Montreal.

Hudson's Bay flour has long been known as a right good article, and there are those who swear by it to-day as faithfully as when the mill which produces it had the migrating fever, to which predilection in individuals as well as in mills, this Western country owes its population and prosperity. In the mill grounds there stands a building well known to "old timers." It is the original shipping warehouse of Fort Garry, through the portals of which have passed since "Auld Lang Syne," the supplies for the far Northern and other posts of the Hudson's Bay Co., and around the walls of which cling memories enough to fill a book. It is a veteran still doing active service.

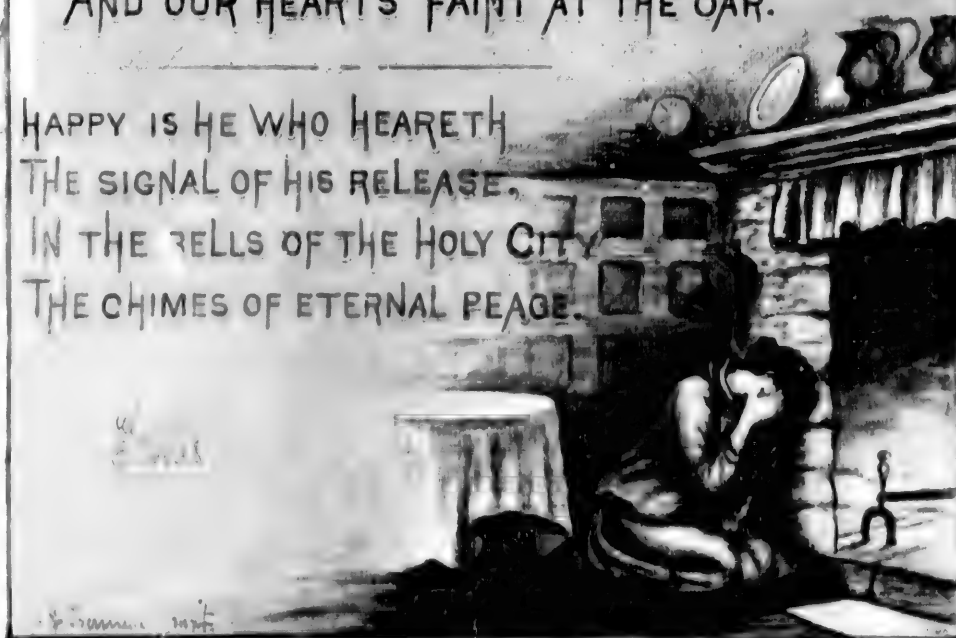
LAND, HO! There was land before there were mills, and when the building of these was very expensive, there were farming and grazing lands of the choicest kinds in Manitoba and the Northwest, to be had for the mere asking. There's land to be had for very little yet; but if you happen to need a choice farm, located conveniently to markets, schools and churches; if you'd have lands which produce rapidly and bring returns quickly, you'll find it a more difficult matter to get them. There's a simple and convenient way, however, of securing a farm with just such advantages, at moderate prices,



EVEN SO IN OUR MORTAL JOURNEY
THE BITTER NORTH WINDS BLOW,
AND THUS UPON LIFE'S RED RIVER
OUR HEARTS, AS OARSMEN ROW.

AND WHEN THE ANGEL OF SHADOW
RESTS HIS FEET ON WAVE AND SHORE,
AND OUR EYES GROW DIM WITH WATCHING
AND OUR HEARTS FAINT AT THE OAR.

HAPPY IS HE WHO HEARETH
THE SIGNAL OF HIS RELEASE,
IN THE BELLS OF THE HOLY CITY
THE CHIMES OF ETERNAL PEACE.



11

on easy terms of payment, and without any conditions of settlement ; of securing too, a perfect title. About seven millions of acres, or one-twentieth of the fertile belt of Manitoba and the great Northwest, represent the landed interests of the Hudson's Bay Co. Under its agreement with the Crown, the Company are entitled to sections eight and twenty six in every surveyed township in the fertile belt. Each section consists of six hundred and forty acres, and will be sold either *en bloc* or in quarter sections of one hundred and sixty acres each. A moments reflection will show you that choice of location from among these is practically unlimited ; and you can save a lifetime of labor and isolation by purchasing a farm which does not require years of waiting for the country to grow round it, before it becomes a paying investment. When you think of buying farm lands, grazing sections, coal areas, or town and city lots in the West, you can take a short cut, and get valuable information by writing to Mr. C. C. Chipman, Commissioner, Hudson's Bay Co., Winnipeg.



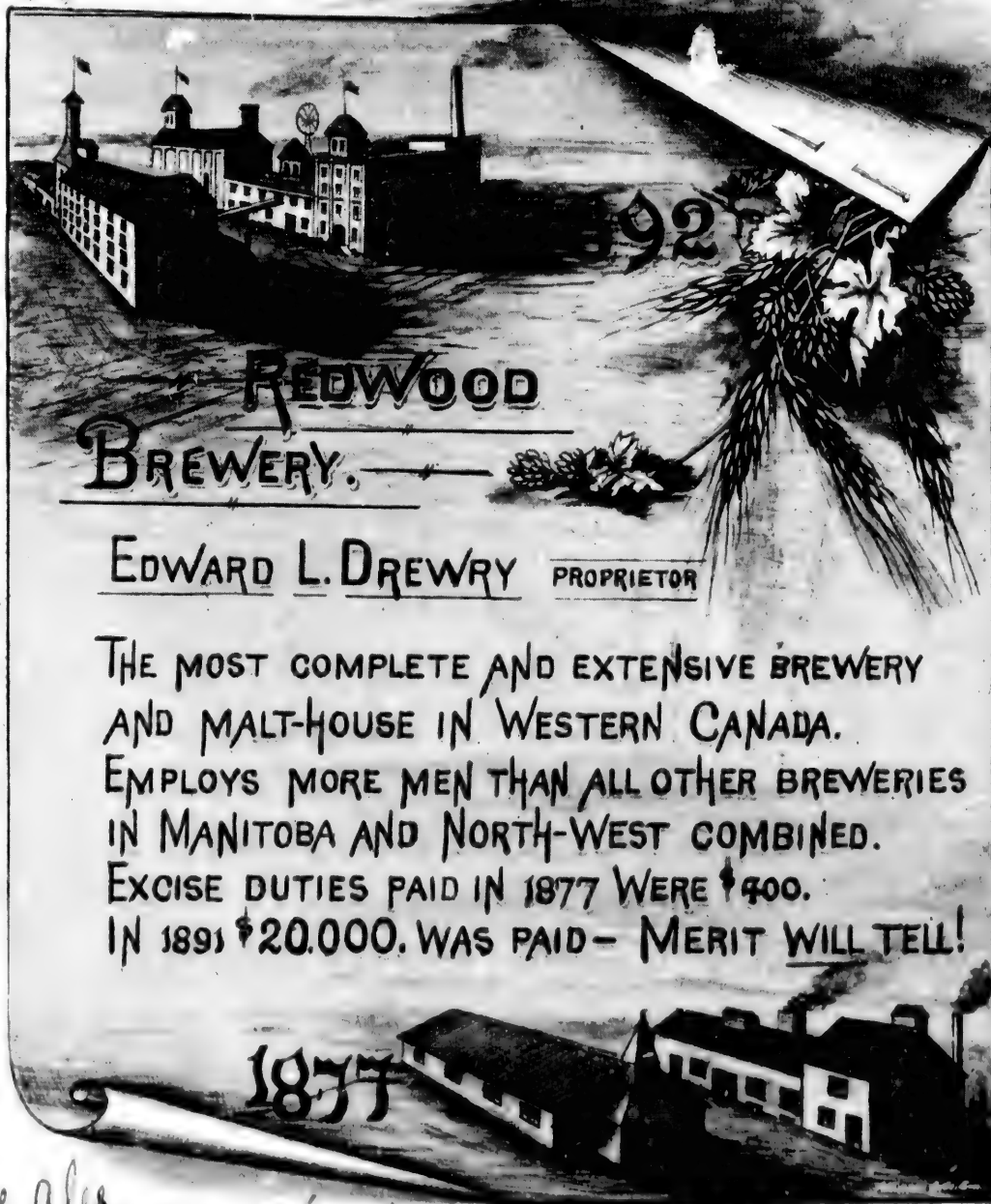
Looking Backward.

THE past of a city should not be measured so much by years as by achievements. The man of quick intelligence, prompt action, and enterprising spirit, lives more in thirty years than he whose sluggish temperament permits him to drift with the tide for nearly a century. It is the experiences of life which furrow the brow and mark it's epochs. As it is with men, so is it with cities. Looking backward to the early days of Winnipeg, if we count the periods by the number of substantial monuments which mark it's growth and prosperity, the perspective of time will seem long indeed. Far down this dim corridor is the little pioneer Drug store of Dr. Bird ; one of the earliest landmarks of the city's trade. It's lineal descendant is the business of Messrs. J. F. Howard & Co., directly opposite the Post Office.

In the vaults of this busy centre are kept the old prescription books, yellowed by age and worn from frequent use. Some of these contain the first prescriptions ever written in Fort Garry and Winnipeg, as well as many

Jim

ON THE
RED RIVER
AT WINNIPEG.



REDWOOD
BREWERY.

EDWARD L. DREWRY PROPRIETOR

THE MOST COMPLETE AND EXTENSIVE BREWERY
AND MALT-HOUSE IN WESTERN CANADA.
EMPLOYS MORE MEN THAN ALL OTHER BREWERIES
IN MANITOBA AND NORTH-WEST COMBINED.
EXCISE DUTIES PAID IN 1877 WERE \$400.
IN 1891 \$20,000. WAS PAID - MERIT WILL TELL!

Time ales
Extra Porter,
and Premium Lager.

curious recipes to which the early inhabitants attributed even greater healing powers than to those of legitimate medicine. The store has kept pace with the village, and its enormous prescription trade of to-day is the best evidence of the degree of confidence extended to it by experienced physicians. Pure Drugs are the agents by which science operates to save and prolong life. If the edge of the lancet be dull the surgeon's skill is discounted. If the drugs are not pure neither can the physician expect success. Messrs. J. F. Howard & Co. take a special pride in their connection with some of the leading chemical manufacturers of the world; with firms whose seal on any drug is absolute security against adulteration. The immense volume of trade done enables them to purchase in such quantities as make it pay to buy from these manufacturers. Thus perfect purity is secured and guaranteed. It is a matter of frequent surprise to many Old World people that there are obtainable in this drug store a host of things not usually found outside the largest cities. That comes of an extensive knowledge of the very best specialties, and is the result of a constant study of popular needs. Whenever you require anything medicinal, which you cannot get elsewhere, there is always a good prospect of finding it at J. F. Howard & Co.'s, where the stock of perfumes, hair brushes, combs, sponges, general toilet articles and druggist's sundries, is fully up to those seen in the largest and most fashionable cities of Europe and America. Their trade extends from Lake Superior to the Pacific Ocean, and from the boundary line to the shores of Hudson's Bay: mail order business being a most important feature and one which receives careful and prompt attention.



Winnipeg "Up to Date."

AH, that's a subject to write about! How many volumes it would take to do it justice. Is there a Canadian city or an American one for that matter, which can show more substantial progress? It's so easy to get just what you need in this youthful city of ours; so many strangers express their astonishment at its possibilities. When the "Manitoba"—that palatial

hotel—was built, the American management thought it almost useless to attempt furnishing it (as it should be furnished) from the stocks of Winnipeg. But in passing through they decided to look into some of the stores and among others, the big furniture emporium of Scott & Leslie. They had intended buying all the furniture for the hotel in New York, thinking it impossible to secure the necessary style, finish and high grade quality here, combined with low prices.

The reader will understand that the "Manitoba" is owned and operated by the Northern Pacific Railroad, and that freights, which on furniture are always a very expensive item, would have cost them almost nothing ; and yet—after inspecting the stock, and getting the prices, an order was placed with Scott & Leslie to furnish the entire hotel.

The "Leland," too, now being rebuilt on a scale which will make it second to none in this country, is to be furnished in magnificent style by Scott & Leslie. You see the point don't you? Is there not a moral in it for every one who seriously thinks of buying furniture?

If the firm could satisfy the magnates of the Northern Pacific Railway, and the proprietors of an hotel like the "Leland," should it not be a convincing argument in favor of their having the proper inducements for those who know and can appreciate good furniture. There's such a difference in the way it's put together you know, and a little cheap varnish sometimes covers a multitude of sins in furniture as well as in human nature. Much of it is made to sell merely—for auction rooms perhaps—and it should be the policy of shrewd buyers to investigate every portion of the interior of the drawers, the joining and fitting of the parts which are out of sight, but which make an "everlasting" difference in the wear of the article and its outside appearance after a few months use. One of the features which has helped to create the immense business now controlled by Scott & Leslie consists in their having a distinct understanding with manufacturers that every article of furniture made for them must be perfect, flawless ; else it would not be accepted, A policy of that kind tells in time, it creates confidence between the house and its patrons ; it results in extended trade, in a big turn over, and the consequent reduction on price which the volume of trade renders possible. There's a great deal in being "up to date" in doing business, isn't there?



Soap and Civilization.

DID the Voyageur use Soap? Did he carry it with him in his long wanderings, sleep with it, eat near it, work beside it? Or did he simply take an annual plunge in the Red River and "let her rip?" Whether he used soap or not, we freely forgive him now, since all his descendants have probably learnt the beauties and utilities, the saving qualities and civilizing influences of soap. Good, pure soap! which accomplishes what it was made for—cleansing and purifying, brightening and beautifying; minimizing the slavery of the wash tub and making household duties less onerous. Is there a more valuable factor in home life to-day than a good soap? Can you imagine housekeeping without it? Of course there are soaps and soaps! There is the common everyday sort which has the weight and appearance—but lacks the working qualities. It's soap of the loafer type! Then there's the kind which is good in it's own peculiar way—not the way of this country however. Such soap is a foreigner and a failure in our climate. But—there is a soap which is a native of this country; which is adapted to it's needs, it's alkaline waters and peculiar influences. This soap is a worker, a wage earner; one of the persevering, thrifty, economical kind. It's a soap that wears well, lasts a long time, and has made a host of friends in a few years. You know it; everybody does—it's ROYAL CROWN! Soap is a heavy substance, bulky and weighty in proportion to it's cost; therefore freights on it are expensive. Royal Crown being made in Winnipeg, no Eastern Manufacturer can pay cost of transportation here and sell an article of equal merit for the same price. That's one reason why you always find the box containing "Royal Crown" to be the lowest in your grocers' row of soaps. There's not so much profit on it for the retailer, but it's a rapid seller, because it's cheap in the true sense of the word; because it'll do more work for the same money than any other soap in the market. The Royal Soap Co. began to manufacture it three years ago, and on it's merits, control to-day the soap business of the Northwest. They have made a market for all the tallow of this country, and import annually hundreds of tons of cocoanut and vegetable oils from the island of Ceylon, India. Over a thousand testimonials have been received (which speak volumes for the merits of "Royal Crown" Soap) and in order to popularize it still further they are presenting free, a choice of five beautiful pictures—veritable works of art—to every person who sends twenty-five "Royal Crown" Soap covers. Don't you want one of those pictures?

"Oh! Wondrous Change!"

AMONG the necessities always carried by the Voyageur were his needle and thread, a primitive combination very strange to us living in an age of such advantages. Fancy him after the severe labors of the day sewing his torn garments with a needle deftly formed from the bone of a jack-fish, and the sinews of a deer for thread!

His stoicism would have vanished, and he would have united with those now enjoying such opportunities in a chorus of universal triumph, could he have looked in at the wareroom of Jas. Haddock & Co., and seen the marvellous products of the Domestic Sewing Machine.

Surely this is an age of progress, but the Domestic, the wonder worker, seems to have reached the goal of perfection.

In these latter days the cry goes forth, "Give us the best." The answer is unanimous, the Domestic is the best, "The star that leads them all."

The Voyageur, however much he felt himself moved by "The bells in the turrets twain," must have at times found it a little inconvenient to be out on the Red, "drifting and dreaming" within sound of their soothing melodies. What a revelation to him would have been the rich sweet tones of a Heintzman piano. Determined to handle only the best, Messrs. Haddock & Co. offer to a discriminating public this matchless instrument. Little did our Voyageur imagine that while in the early years of our century he was carving for himself a name in the history of our country and the world, Messrs. Heintzman were carving and framing a piano that has given them a pre-eminence in the history of the musical development of this country everywhere acknowledged.

A temporary success may sometimes be obtained by doubtful methods, but an enduring one can only be gained by merit. The record of the more than 10,000 pianos made and sold by Heintzman & Co. in Canada is a proof of the high mechanical skill, the finest materials that can be procured in the world, and over all, the artistic inventive genius employed in their production. Try to imagine the effect on our Voyageur could he have heard the rich brilliant tones of a Heintzman & Co. piano.

Are we in these days living up to our opportunities, and enjoying to the full the beauties of the Art Divine? Think it over, call on Jas. Haddock & Co., and learn how to round off the rough corners of life.

THE PATRIARCH
Of British American Enterprises



WINNIPEG STORE.

THE HUDSON'S BAY CO.
Wish you Health, Happiness and Prosperity, for
1893.
